

Sponsorship Policy, Axfood

Axfood's values

Axfood's business mission is to develop and run successful retail food concepts. The customer offerings must be clear and attractive. Axfood also wants to be perceived as the best in the industry in terms of environmental and social responsibility. Additional values have also developed within each of Axfood's individual companies. Hemköp focuses on a health profile, while Willys targets families in particular. Axfood's sponsorship should be based on Axfood's core values.

Decisions on sponsorship of the subsidiaries are to be taken by each company's president in consultation with Axfood's head of corporate communications. Axfood's president will take decisions regarding Axfood AB. Sponsorship initiatives are to be reported annually to Axfood's executive committee.

What does sponsorship mean to Axfood?

Sponsorship is a partnership in business terms that aims to be of benefit to two or more parties. Axfood's sponsorship must be part of the company's general marketing communications, must contribute to brand building and must be based on Axfood's core values.

Focus

Axfood's sponsorship must:

- be based on long-term relationships with serious, stable organisations
- have a focus on the areas of environment, health, children and food
- be of benefit to all the participating parties
- always be based on a written agreement
- be founded on openness and transparency

Limitations

Sponsorship initiatives must not:

- promote causes that are ethically dubious due to a lack of consideration for the environment, social aspects or animal welfare
- promote causes that in any other way stand in opposition to Axfood's values
- support party political or religious organisations
- support individuals